GREEN MARKETING AND PURCHASE INTENTIONS FOR SUSTAINABLE HOUSING IN TIER I & II CITIES IN INDIA: MEDIATING ROLE OF ENVIRONMENTAL AWARENESS AND PERCEIVED VALUE

Synopsis of the Research Proposal

Submitted for the Registration in the

Ph.D. Programme

In

Management

By

PRAJAPATI AMITKUMAR VITTHALBHAI

Enrollment No. 25JPPHNDMS003

Under Supervision of

Dr. Archna Rathore

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LIST OF ABBREVIATIONS

EA	“Environmental Awareness”
FMCG	“Fast Moving Consumer Goods”
GM	“Green Marketing”
IGBC	“Indian Green Building Council”
MoHUA	“Ministry of Housing and Urban Affairs”
PI	“Purchase Intention”
PLS	“Partial Least Squares”
PV	“Perceived Value”
SEM	“Structural Equation Modelling”
SPSS	“Statistical Package for the Social Sciences”
TAM	“Technology Acceptance Model”
TPB	“Theory of Planned Behaviour”
VBN	“Value-Belief-Norm”
WTP	“Willingness to Pay”

ABSTRACT

As the need for environmental sustainability increases, the focus on real estate market dynamics in relation to environmental needs is increasing. This research aims to analyze how marketing communications can impact consumers' purchase intention for sustainable housing products. Further, this paper will assess the impact of environmental awareness and perceived value of such products on the consumers' decision. The paper employs Theory of Planned Behavior (TPB) and Value-Belief-Norm approach (VBN). Both theoretical approaches provide sufficient grounding into consumers' intention formation in terms of environmentally-friendly goods and products.

There is significant number of publications on green consumer behavior; however, the connection between marketing communications and consumers' intention towards sustainable housing products has not been sufficiently analyzed for the case of Indian market. Existing literature focuses either on general products or on housing products without considering marketing aspect of the matter. Thus, quantitative descriptive-correlational design will be used in order to conduct the study. Structured questionnaire will be distributed among 200 prospective homebuyers in Tier-1 and Tier-2 Indian cities. IBM SPSS Statistics will be employed to analyze gathered data through regression and mediation analyses. Expected results will provide valuable insight for real estate developers in relation to effective communication of green features, as well as will contribute to the theory development in regard to sustainable housing products as unique consumption segment.

Keywords: Green Marketing, Sustainable Housing, Purchase Intention, Environmental Awareness, Perceived Value, Urban India, Theory of Planned Behavior.

1. INTRODUCTION

Worldwide construction industry is accountable for nearly 40% energy consumption globally and is one of the sources of major carbon emissions globally. In this context, green housing, which implies the production of houses designed to minimize harm on environment through energy conservation, resource conservation, water conservation and use of nontoxic materials, has become an area of focus for public policies and business organizations for the past decade or so. As green housing trend starts gaining momentum in Indian urban real estate market, the green building footprint in India has expanded tremendously from nearly 20,000 square feet in year 2003 to over 10 billion square feet in 2023 [2].

But there is still one fundamental issue. Increase in the supply of green buildings has not been matched with increase in the consumers' demand for the same. Consumers tend to have a positive attitude towards environmental sustainability but at times do not act accordingly while purchasing a house. The tendency among individuals to think environmentally but behave economically is a known phenomenon within green consumer behavior literature. And the gap tends to be particularly pronounced in real estate market because buying a property entails substantial monetary and lifestyle investments as well as the fact that buyers have little practical exposure to green characteristics of a building before they buy [3].

Green marketing may be defined as any marketing strategies and communication that are employed by the firm to portray itself and its products as environmentally responsible. In case of housing marketing this involves promoting energy rating of a building, green rating, lifecycle cost saving and the ecological aspects of building material. The effectiveness of communication strategies to influence buyer behavior highly depends on how consumers process and evaluate communicated information. Two psychological constructs become important in this research. First is that of environmental awareness. It can be viewed as a consumer's level of understanding regarding environmental issues and environmental consequences of their consumption behavior. Another construct is perceived value and it is a buyer's perception regarding gains from buying a property in relation to its cost [4].

The theoretical foundation of this study is based on the Theory of Planned Behavior (TPB) which holds the idea that behavioral intentions are influenced by attitudes, subjective norms and perceived behavioral control [5]. Alongside this, the Value-Belief-Norm (VBN) framework places pro-environmental behavior in a sequence of personal values, ecological beliefs and moral obligations [6]. Together, these frameworks offer a strong foundation for exploring the internalization and behavior change of green marketing stimuli by prospective homebuyers. The study focuses on the Indian urban real estate market where rising middle-class incomes, rapid urbanization and a heightened awareness of air and water quality issues have provided conditions for sustainable housing to develop as a mainstream consumer preference. Whether green marketing communication is effective in catalyzing this transition is an open empirical question, which is the purpose of this research.

2. REVIEW OF LITERATURE

The literature on green purchase behavior, sustainable housing and green marketing has expanded substantially over the past five years. The following review surveys ten key studies directly relevant to the constructs under investigation, organized from the most recent to the earliest, and identifies the research gap that the present study is designed to address.

Zhao and Cao (2025) [5]: Employing a dual-stage SEM-ANN approach of data collected from Chinese urban dwellers, this study found environmental knowledge, social influence and perceived benefit as key determinants of green housing purchase intention. The use of artificial neural networks was able to capture non-linear relationships that are usually hidden in conventional SEM. The study highlights perceived benefit as a direct antecedent of intention, which is very similar to the construct of perceived value, which is the focus of the current research. Though the findings are geographically bounded to China, the identified behavioral mechanisms are broadly applicable to emerging urban markets including India.

Lachenmayer et al. (2025) [1]: This study investigated the moderating role of awareness of the environment in the context of the purchase intentions for sustainable housing among consumers in Germany based on the Theory of Planned Behaviour. Results confirmed that environmental awareness plays an important role in strengthening the link between attitude and intention. The study is interesting because it treated environmental awareness as a boundary condition (rather than a direct predictor), a theoretical distinction that has direct implications for the mediation design of the present study. The German context, does not explain affordability constraints and information asymmetry that characterize developing economy housing markets.

Van Hoang et al. (2025) [18]: Based on PLS-SEM and fuzzy set qualitative comparative analysis, this study found several configurational pathways to green purchase intention in FMCG sector. Environmental concern, green brand trust and advertising receptivity became key enabling conditions. Though the context of the product is different from housing, the study strengthens the mediating potential of value perceptions between marketing stimuli and

consumer intentions, a logic that applies directly to sustainable property markets. The combined PLS-SEM and fsQCA approach also demonstrates the methodological richness that can be achieved when studying complex configurations of behavior.

Darko et al. (2025) [10]: This meta-regression study was used to synthesise global evidence on green building certification and price premiums across housing markets. Certified green buildings were found to have measurable price premiums, but the size of the premium varies with the type of certification and the market. The study is of relevance since willingness to pay a premium is closely linked to perceived value, suggesting that green marketing communication which highlights certification credentials can have a positive impact on buyer value assessments. The lack of India specific data in this synthesis strengthens the need for the present study's focused inquiry.

Gupta and Dash (2024) [29]: This study examined the effect of perceived sustainability on customer satisfaction, mediated by perceived value, using primary data from the Indian consumers. Sustainability perceptions were found to have the biggest positive impacts on satisfaction via the value pathway. The result of the mediation is directly instructive for the present study which suggests a parallel mechanism in the housing context where green marketing influences perceived value and further influences purchase intention. This is one of very few mediation studies based on an Indian sample, which highlights its relevance.

Zhu et al. (2024) [7]: Based on the theory of Technology Acceptance Model, the current study investigated the willingness to pay for green real estate in Asian markets such as China and India. Perceived usefulness and ease of understanding green features were found to be significant predictors. The study draws attention to the fact that the capacity of buyers to understand and assess the green attributes mediates the impact of marketing communication on purchase willingness, linking marketing literacy directly to value perception. The cross-country design provides useful benchmark evidence for the Indian sample of the present study.

Zhang et al. (2023) [3]: This study based on survey data in Beijing-Tianjin-Hebei region investigated the factors influencing the intention of purchasing green housing, and found that

government policy, social influence and environmental concern were dominant factors predicting green housing purchase intention. Environmental knowledge moderated the magnitude of these relationships. The focus of the study on a region experiencing rapid urbanisation provides a useful comparative point of reference for studying similar dynamics in Indian metropolitan markets. Its exclusive dependence on the context of Chinese policy, restricts direct generalizability to India.

Kirby et al. (2023) [8]: Investigating green building consumer behavior in Brazil This research found that environmental values, social norms and information availability were key behavioral antecedents. The authors added that green marketing communication plays a foundational role in the process of building awareness and changing normative perceptions. Findings from an emerging economy context provide cross-national validity to the hypothesized relationship of green marketing and purchase intention tested in the present study, although the regulatory environment in Brazil is substantially different from that in India.

Al Mamun et al. (2023) [4]: This study from Malaysia investigated interested/willing to pay premium amount/prices for green buildings and found that environmental attitude, subjective norms and green knowledge were significant predictors. The emerging economy framing is of particular interest because the barriers and the motivators consumers encounter in emerging countries are materially different from those in a high-income context, which is taken into account in the current study in sample design in India. The study does not, address the issue of how marketing communication affects these attitudes.

Bachtal et al. (2022) [2]: The Theory of Planned Behavior Approach to Sustainable Housing Decisions in Germany, This working paper showed that attitude, subjective norms and perceived behavioral control were combined to predict green housing intention, and that the relationship between attitude and intention was moderated by environmental awareness significantly. The paper can be used as a theoretical anchor for the current study by helping establish the behavioral framework within which green marketing stimuli and value

perceptions are conceptualized. Its limitation is the European situation and the lack of a marketing communication variable.

Research Gap

The foregoing review reveals three important gaps in the existing literature. First, although a number of studies have investigated the role of environmental awareness and perceived value as a predictor or moderator of green housing purchase intention, no study has tested both constructs simultaneously as mediators in one integrated model. Second, most of the empirical evidence comes from European, East Asian or other developing economies contexts; the Indian urban housing market, with its unique regulatory environment, affordability dynamics and cultural factors, is still very underrepresented. Third, it has not been empirically established the specific role of green marketing communication as an antecedent to the triggering of both environmental awareness and perceived value, and through these to purchase intentions, in the housing sector. The present study attempts to address all these three gaps using a mediation model based on TPB and VBN theory and is tested on a sample of prospective homebuyers in Indian cities.

3. PRESENT STUDY

3.1 Statement of the Problem

The Indian residential real estate sector is at a critical point. Environmental concerns are growing, regulatory bodies surrounding green building codes are becoming increasingly strict, and a growing segment of the urban buying public is starting to show interest in eco-conscious living. Yet the conversion of this interest into actual purchase decisions is still inconsistent and poorly understood from a marketing perspective. Existing research has established the determinants of green purchase intention in general consumer goods and has studied the willingness to pay for green buildings in Western and East Asian contexts. What is lacking is a systematic analysis of the influence of green marketing communication in the Indian housing market on purchase decisions, more specifically, through the channels of environmental awareness and perceived value. The absence of this evidence makes it difficult for developers and policymakers to develop suitable strategies for accelerating the adoption of sustainable housing. This Study seek to address this gap by examining how marketing efforts influence behavioural outcomes through key psychological factors that are supported by established theoretical framework.

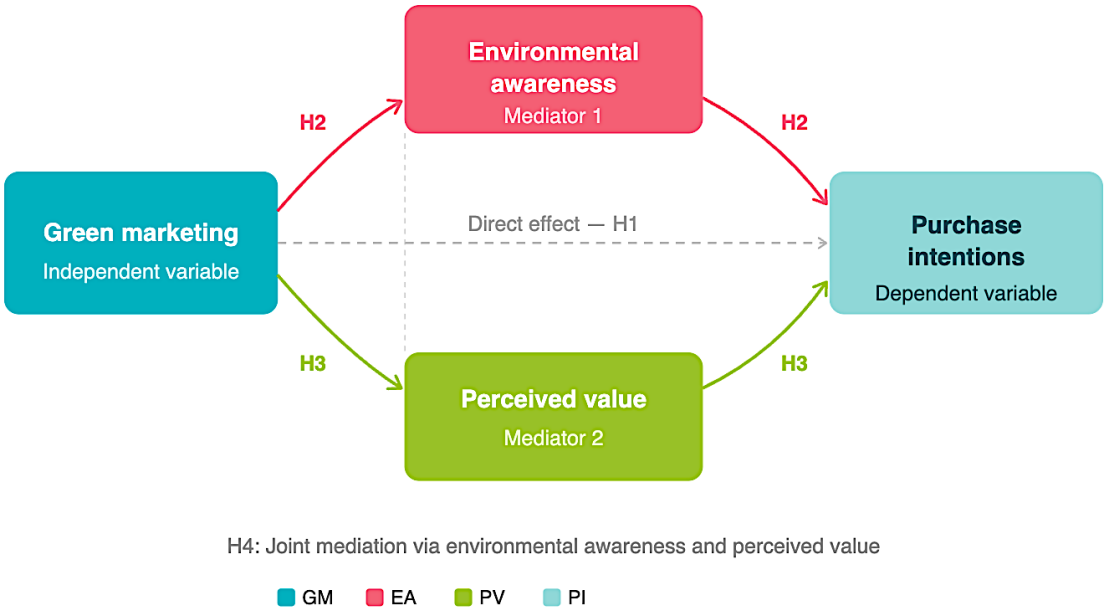

Figure 1. Conceptual Framework

3.2 Significance of the Study

The study has theoretical significance in extending the application of Theory of Planned Behavior and Value-Belief-Norm framework to sustainable housing as a unique consumption domain in an Indian context. Empirically, it adds a dual mediation model linking marketing input variables to buyer behavioral outcomes through two simultaneous cognitive and evaluative pathways, which has not been tested in the sustainable housing literature. The practical relevance is also important. Real estate developers, housing finance companies and sustainability-focused investors stand to benefit from a better understanding of what marketing strategies are most effective in converting environmentally aware buyers into actual purchasers. At policy level, findings can be used to guide subsidy communication strategies, green certification promotion campaigns and consumer awareness programmes that are being implemented by government and regulatory bodies to promote the adoption of green housing in urban India.

3.3 Research Questions

This study address the following research questions.

Does green marketing have a significant direct effect on purchase intentions for sustainable housing among urban Indian homebuyers?

1. Does environmental awareness mediate the relationship between green marketing strategies and purchase intentions for sustainable housing?
2. Does perceived value mediate the relationship between green marketing strategies and purchase intentions for sustainable housing?
3. Do environmental awareness and perceived value jointly mediate the relationship between green marketing strategies and purchase intentions?

4. Which sub-dimensions of green marketing, namely green advertising, green branding and green communication, are relatively stronger predictors of purchase intentions?

3.4 Research Objectives

The study is guided by the following specific objectives:

1. To examine the influence of green marketing strategies on purchase intentions for sustainable housing among urban Indian homebuyers.
2. To analyze the mediating role of environmental awareness in the relationship between green marketing strategies and purchase intentions.
3. To evaluate the mediating role of perceived value in the relationship between green marketing strategies and purchase intentions.
4. To assess the joint mediation effect of environmental awareness and perceived value in the green marketing-purchase intention relationship.
5. To identify the relative strength of green marketing sub-dimensions (green advertising, green branding and green communication) as predictors of purchase intentions for sustainable housing.

3.5 Research Hypotheses

The following null and alternative hypotheses are proposed for empirical testing:

H1 - H_0: Green marketing strategies have no significant effect on purchase intentions for sustainable housing.

H_1: Green marketing strategies have a significant positive effect on purchase intentions for sustainable housing.

H2 - H_0: Environmental awareness does not mediate the relationship between green marketing strategies and purchase intentions.

H_1: Environmental awareness significantly mediates the relationship between green marketing strategies and purchase intentions.

H3 - H_0: Perceived value does not mediate the relationship between green marketing strategies and purchase intentions.

H_1: Perceived value significantly mediates the relationship between green marketing strategies and purchase intentions.

H4 - H_0: Environmental awareness and perceived value do not jointly mediate the green marketing-purchase intention relationship.

H_1: Environmental awareness and perceived value jointly and significantly mediate the green marketing-purchase intention relationship.

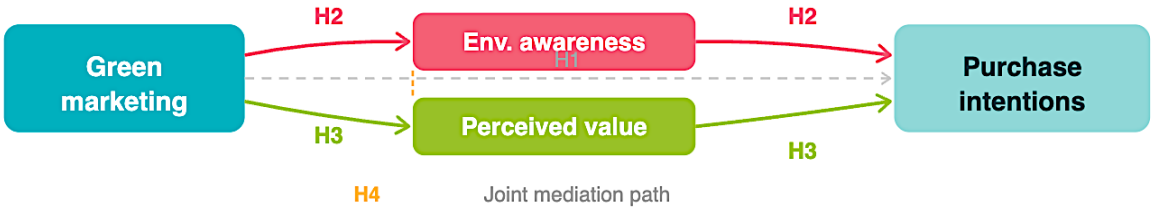

Figure 2. Hypotheses Summary

3.6 Expected Outcomes

The study is expected to have the following outcomes. First, it will provide empirical evidence of a significant relationship between green marketing and purchase intentions for sustainable housing in the context of Indian urban. Second, it will validate or refute whether the environmental awareness and perceived value act as mediators in this relationship. Third, it will determine which sub-dimensions of green marketing have the most predictive power, and provide guidance to real estate marketing practitioners. Fourth, it will produce a validated measurement instrument for future researchers looking at green marketing effectiveness in the housing sector. Finally, the study will produce at least two peer-reviewed publications documenting the conceptual and empirical contributions of the study.

4. RESEARCH METHODOLOGY

This study follows an approach which is scientific, replicable, and practical. The research uses a systematic quantitative research approach based on surveys and literature. Each component will be elaborated upon in the sections that follow.

4.1 Study Area

Figure 2. Tier I and Tier II cities of India

(Source: https://www.mapsofindia.com/maps/india/tier-1-and-2-cities.html)

This study can be regarded as geographically positioned in urban India, whereby Tier-1 and selected Tier-2 cities are taken into consideration with regards to the development and marketing of residential housing projects certified green in India. Cities such as Ahmedabad, Mumbai, Delhi NCR, Bengaluru, Hyderabad, Pune, Vadodara, Surat, and Jaipur will be targeted as part of this study. The selection of urban geography is supported by evidence from the Urban Housing Shortage Report published by the MoHUA (2022), which suggests that more than 95 percent of the certified green residential buildings in India are located within urban India.

4.2 Nature and Design of the Study

The research will adopt the characteristics of description, analysis, and correlation in investigating the topic under consideration. The study will describe the use of green marketing strategies by real estate companies and purchasing intention of potential buyers; analyze the mediating processes through which marketing cues affect behavioral intention; and determine the degree of associations between the key constructs. The chosen methodology is cross-sectional survey research, an appropriate research approach for validating the mediation model in one point in time across different geographical locations [7].**4.3 Research data sources**

This study draws upon both primary and secondary data sources, each fulfilling a distinct and complementary role in the research design.

4.3.1 Primary database:

Primary data refers to first-hand information collected directly form the target respondent specifically to meet the objective of this study. It provides the empirical backbone of the research and allows the direct testing of the proposed hypotheses. Data will be collected using a structured and self-administered Likert scale questionnaire administered online using Google Forms and complemented by in-person hard copies at real estate offices and housing exhibitions where digital access is limited. The data collection phase is scheduled for a three-month period that is the same as Months 6 to 8 of the research timeline.

4.3.2 Secondary Data

Secondary data is information which has already been collected, collated and published by other researchers, government bodies or organizations. It is used in this study to build the theoretical framework, conduct the literature review, justify research gaps and provide contextual statistics. Sources: Peer-reviewed journal articles, Indian Green Building Council publications, Ministry of Housing and Urban Affairs publications, World Green Building Council data and Real Estate Regulatory Authority records.

4.4 Universe of the Study

The target population is prospective homebuyers in urban India who are in the process of buying a home in the next two years and who have been exposed to at least one form of green marketing communication from a real estate developer. This population is at a decision relevant stage and is therefore likely to have formed evaluative judgments about green housing features encountered in developer marketing materials.

4.5 Sampling Design

A non-probability sampling method using a combination of purposive sampling and snowball sampling will be used. Purposive sampling is used to ensure that respondents have the inclusion criteria of being prospective urban homebuyers with awareness of green housing. Snowball sampling is used to expand reach through referrals from respondents, which is appropriate, considering the lack of a publicly available sampling frame for this population. Respondents will be contacted through the researcher's professional networks, real estate offices, housing society communication groups, LinkedIn and real estate community forums.

4.6 Sample Size

A target of 400 to 450 valid responses and use 200 filtered responses has been determined based on the following considerations. At a 95 percent confidence level, a margin of error of 5

percent and a population proportion of 50 percent for an unlimited population, the standard sample size formula yields a minimum required sample of 200 respondents.

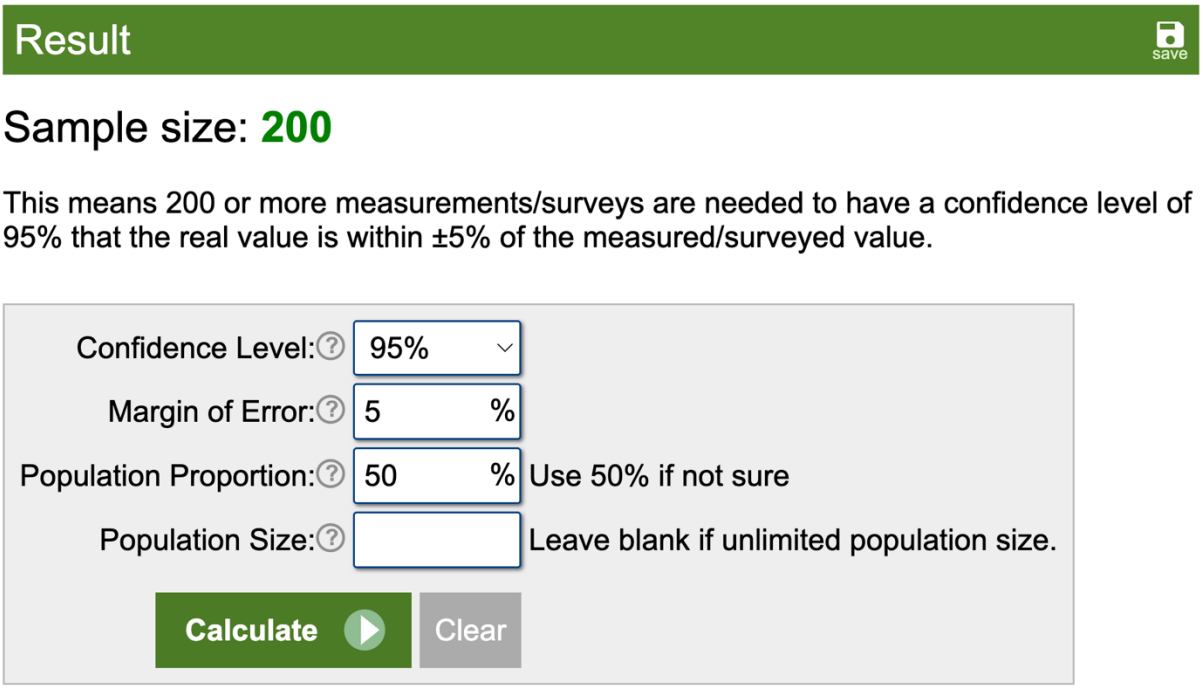

Figure 3. Calculation of sample size.

Source: https://www.calculator.net/sample-size-calculator.html

This is consistent with the minimum recommended sample for mediation analysis and comparable studies in this domain. GPower analysis for medium effect size ($f^2 = 0.15$), alpha of 0.05 and power of 0.80 with five predictors yields a minimum of 138; a sample of 200 comfortably exceeds this threshold while remaining practically achievable within the data collection timeline.

4.7 Research Instrument

- The survey tool employed in this study will be a structured questionnaire consisting of five parts. Part A records demographic data including age, gender, income, location of stay, and housing status. Parts B, C, D, and E contain questions pertaining to each of the four key variables measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The items on the Likert scale have been taken from valid measurement scales found in the literature, but modified slightly to fit the Indian context.
- Green Marketing - 8 items: adapted from Farooq et al. (2022) [11] and Rahman and Nguyen-Viet (2023) [12].
- Environmental Awareness - 6 items: adapted from Lachenmayer et al. (2025) [1] and Khandelwal et al. (2022) [13].
- Perceived Value - 6 items: adapted from Gupta and Dash (2024) [29].
- Purchase Intention - 5 items: adapted from Zhang et al. (2023) [3] and Zhao and Cao (2025) [5].

4.8 Pilot Study

A pilot study using a sample size of 40 respondents from the target group will be conducted prior to data collection on a larger scale. The aim of the pilot is to assess item comprehension and consistency, as well as responses patterns for all four constructs. In order to achieve this objective, Cronbach's alpha will be computed for each construct. Items scoring below 0.70 alpha scores will undergo editing or deletion.

4.9 Data Analysis Methods

All quantitative data collected through the primary survey will be analyzed using IBM SPSS Statistics (Version 26) for statistical testing and Microsoft Excel 2021 for data entry, preliminary cleaning, coding and graphical visualization.

4.10 Ethical Considerations

Participation in the study will be completely voluntary. Informed consent will be obtained from all respondents prior to data collection and the purpose, procedure and voluntary nature of participation will be clearly explained. Anonymity and confidentiality of all responses will be maintained throughout the study. Data will be stored securely on password-protected devices, and will be used for the academic purposes of this research. No personally identifiable information will be stored in the final dataset submitted for analysis or publication.

5. SCOPE AND LIMITATIONS

The research is limited to homebuyers intending to acquire homes in certain Tier-1 and 2 Indian cities only, that is, to the residential housing market. This research does not cover commercial, industrial, or affordable housing markets. Purchase intentions and not purchase behavior is considered here and thus forms a recognized limitation to this kind of consumer survey-based research. Below are additional limitations to the research:

- Since it is cross-sectional data that are used here, any conclusion about causation cannot be supported. Longitudinal data could be useful in testing the direction of the relationship between the variables.

- "Self-reported data may be prone to social desirability bias whereby participants can inflate their environmental consciousness/green attitude ratings."

- The sample in this study consists of urban residents while rural or semi-urban residents' perceptions of sustainable homes remain unrepresented.

- The financial capabilities of buyers that can counter even the most positive attitudes towards sustainable housing are not directly controlled in the proposed model.

- Exposure to green marketing messages of developers was established by buyer perception and not content analysis of the actual campaigns.

6. CHAPTER PLAN

Structure of the doctoral thesis is outlined as follows.

Chapter 1 Introduction

The introduction chapter in the thesis gives a justification for conducting the research, where green housing is discussed, together with a definition of the constructs used and theories to guide the study.

- Background and Research Context
- Statement of the Problem and Research Justification
- Conceptual Definitions of Key Constructs
- Theoretical Framework (TPB and VBN Theory)
- Research Objectives and Hypotheses
- Thesis Structure and Organization

Chapter 2: Review of Literature

A review of relevant international and Indian literature in relation to green marketing, environmental awareness, perception of value and purchase intent is done here, resulting in gaps in the literature and conceptualization of a model.

- Green Marketing - Concepts, Practices and Consumer Response
- Environmental Awareness and Pro-Environmental Behavior
- Perceived Value in Sustainable Consumption
- Purchase Intention for Sustainable Housing
- Theoretical Underpinnings
- Research Gaps Identified
- Conceptual Model Development

Chapter 3: Research Methodology

This chapter describes the entire research design consisting of study location, sample selection method, questionnaire preparation, data collection method, pilot test and the data analysis process through SPSS and MS Excel software.

- Research Design and Nature of Study
- Study Area with Map
- Universe, Population and Sampling Strategy
- Sample Size Determination
- Instrument Development - Google Forms Questionnaire
- Pilot Study
- Data Sources - Primary and Secondary
- Data Analysis Plan
- Ethical Considerations

Chapter 4: Data Analysis & Results

This chapter presents all empirical findings sequentially - from descriptive profiling and reliability testing through regression models and PROCESS Macro mediation analysis - with a final hypothesis summary table.

- Respondent Profile – Descriptive Statistics.
- Reliability Analysis – Cronbatch's Aplha
- Validity - Exploratory Factor Analysis
- Correlation Matrix
- Multiple Linear Regression - Direct Effects
- Mediation Analysis - PROCESS Macro Results
- Sub-dimension Analysis
- Summary of Hypothesis Testing

Chapter 5: Discussion

This chapter interprets the empirical results in light of existing literature, explains the mediating mechanisms of EA and PV, and derives theoretical, managerial, and policy-level implications.

- Interpretation of Direct Effects
- Mediating Role of Environmental Awareness
- Mediating Role of Perceived Value
- Theoretical Contributions
- Practical Implications for Real Estate Developers

- Policy Recommendations

Chapter 6: Conclusions

This chapter highlights the significant outcomes of the research and the main contributions of the research, along with any limitation of the research and possible directions for future research.

- Summary of Key Findings
- Research Contributions
- Limitations of the Study
- Directions for Future Research

Chapter 7: References and Appendices

The following chapter gives the entire list of references in ICFAI citation style along with all appendices that include the research questionnaire, informed consent form, pilot study results, and SPSS tables.

- Complete Bibliography
- Appendix A: Research Questionnaire
- Appendix B: Informed consent form
- Appendix C: Pilot Study results
- Appendix: SPSS output tables

7. WORK PLAN OF THE RESEARCH

The research will be executed over a period of 36 months across six phases. The activity schedule is presented in the form of a horizontal Gantt chart as per the university guidelines.

Phase	Duration	Key Activities	Deliverables
I	Months 1-5	Extensive literature review; finalization of theoretical framework and conceptual model	Review paper submitted to peer-reviewed journal
II	Months 6-9	Questionnaire development; expert content validation; pilot study with 40 respondents; instrument revision	Finalized research instrument
III	Months 10-13	Full-scale primary data collection (200 valid responses); data entry, cleaning and coding	Cleaned and coded dataset ready for analysis
IV	Months 14-17	Statistical analysis: descriptive, reliability, correlation, regression and mediation analysis; hypothesis testing	Results chapter; empirical paper submitted to Scopus/ABDC journal
V	Months 18-21	Drafting of all thesis chapters; supervisor review and feedback; incorporation of revisions	Complete draft thesis submitted to supervisor
VI	Months 22-24	Pre-submission review; similarity check; final thesis submission; viva-voce preparation and examination	Thesis submitted and viva-voce completed

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